



Hospitality and Resort Management Diploma

Are you interested in an industry where working anywhere in the world is a real option, growing your career and attaining the salary you deserve, gaining promotion that occurs naturally at the same time? If the answer to any of these questions is yes, the hospitality industry may be what you have been looking for.

The hospitality industry is proud to announce that as a consequence to rapid growth and expansion, it is receiving worldwide applications from suitably qualified professionals. Those professionals wishing to enhance their careers, travel nationally and internationally, and continue to grow and learn while having fun, freedom and opportunity in an environment without promotional boundaries are asked to register now.

Does the above sound tempting? Earning a Diploma in Hospitality and Resort Management at the award winning Canadian Tourism College is the first step in making the career you've always wanted happen for you. This Diploma program will appeal to those energetic people who have an interest in working in a fast paced, demanding and challenging environment while allowing for continual career progression in a multifaceted and ever changing industry.

Hospitality & Resort Management Diploma Overview

This truly action packed course will develop you in ways that will change your life, alter your perceptions and give you confidence in a way that no other will. Highly qualified and experienced industry professionals who are able to give their time to enable you to grow and learn in a structured and controlled environment explore each module in detail.

This Diploma is for dynamic people who want real results. Put simply; be careful for what you wish for. Undertaking the Diploma in Hospitality & Resort Management will change your life in ways you cannot possibly imagine. Go on, go for it, live your dreams and see how high you can fly.

In addition to earning the CTC Hospitality & Resort Management Diploma, students may wish to "dual" certify and enroll in a second Diploma program with CTC to earn the American Hotel & Lodging Association Diploma in Hotel Management.

Hospitality and Resort Management Diploma

Careers

Looking for a new and exciting career? If you're passionate about the tourism and travel industry and you're a natural born leader, a career as a resort manager may be what you're looking for.

A resort management career is fast paced and highly social: every day will provide countless opportunities to meet people in some of the most beautiful places on earth. Generally speaking, resorts are located in vacation destinations involving natural settings, including mountain ranges, coastlines and beaches. They tend to provide luxury features and activities like swimming pools, golf courses, tennis courts, game rooms and health spas. Many also host conventions and special events.

Given the breadth of these offerings, resort managers must be able to coordinate a wide range of activities and manage a large staff. At larger-scale facilities however, these tasks may be divided among many different positions.

Resort manager career opportunities include:

- Front Desk Management
- Housekeeping Operations
- Hotel Restaurant Management
- Food Operations Management
- Beverage Operations
- Conventions
- Special Events Management
- And more

The Tourism industry as a whole is a major employer in the global job market, accounting for approximately 12% of the Gross Domestic Product and employing 10% of the worldwide labor force. It is estimated that by the year 2020, more than half of all employed people in the world will be involved directly or indirectly with the tourism industry. Locally, there are nearly 130,000 people working in this field in British Columbia alone. With numerous ski resorts in the immediate area, there is a consistent demand for qualified management.

Canadian Tourism College's hospitality and resort management training is designed to help students land a hospitality position with a mix of skills training and certification. Graduates will have an understanding of the hospitality management as a whole and will gain valuable experience that will propel them into supervisory and management positions.

Hospitality and Resort Management Diploma Outline

The following is an outline of courses and training in the Hospitality & Resort Management Diploma.

900 Hours

35 Weeks

8.2 Months

3 Days a week (Mon-Wed, 8:30am to 4:30pm)

Hospitality Supervision (AH & LA Certificate)

This module introduces the student to the various components of the hospitality industry and seeks to give an overview of all related aspects currently existing in this interesting and diverse business. Because of the global nature of hospitality, international business concepts are examined in detail giving the student a clear understanding of the various aspects of international business practices and procedures required in this growing market.

Accounting for the Hospitality Industry

Across the industry, hospitality operators and managers are relying on managerial accounting techniques to help them succeed and thrive in this expanding environment. This module is designed to give students both conceptual understanding and a practical use of internal accounting information by structured analysis techniques.

Hospitality Industry Computers (AH & LA Certificate)

This module introduces the student to the interesting and diverse world of computers including all aspects of hard and software currently available in addition to gaining the theoretical aspect of computing. Students also gain a clear and precise understanding of how computing assists as a key strategic managerial tool. Also included is an opportunity for the student to gain hands on knowledge using "Hotellinks", a progressive front office software system used currently by many hotels worldwide.

In conclusion, this module is a complete introduction package to hospitality computing whereby the student gains practical hands on approach to its key applications in addition to learning the theory perspectives.

Human Resource Management

As the hospitality industry continues to grow and become more diverse than ever, human resource management plays a vital role in contributing to strategic planning for both the long and short term. This module gives an overview of current HR practices and full explanations as to why HR is becoming one of the most important aspects of business management.

Organizational Behaviour

This complex and interesting module explores how and why organizations function and operate as they do. Aspects such as environmental, political, socio-cultural and technological considerations give a clear indication of how organizations survive, change and grow using clear management models to achieve success in a highly competitive arena.

Hospitality Sales and Marketing

To understand the concepts of sales and marketing, effective strategies are critical in today's hospitality industry. This module allows the student to gain a full understanding and insight into how sales and marketing fits into the strategic plan, examining the various marketing models used by hospitality organizations. It further explores how the organization investigates and takes advantages of opportunities in this most challenging and complex area of business management.

Front Office Procedures (AH & LA Certificate)

This module details information about numerous aspects of front office operations and management. It examines the complex relationships between departments, technological advances, and unique front office tools. Guest service is examined in detail along with concepts involving property management systems and related applications are introduced throughout.

Housekeeping Management (AH & LA Certificate)

Housekeeping is one of the most important departments in hotels and resorts worldwide; therefore it is critical to gain a complete understanding of this demanding and complex area of operation. Day-to-day complexities of the housekeeping profession, planning, organizing, budgeting, supervising and performing the work will be covered in detail.

Hospitality Law

This module explores this interesting and diverse subject and the complexities of hospitality law. Its concepts and regulations examine and critically evaluate why understanding hospitality law underpins the way in which all hospitality organizations conduct their day-to-day business. This module is designed to give the student an overview of procedures and practices relating to the concepts of Federal and case law.

Resort Management

This module gives an overview of changes in global economics within the resort industry and explores the uniqueness of resort development, management and operation. Among its primary objectives are to acquaint the student with ideas and insights that will aid them in their decision making with regard to developers and investors with the social, economic and environmental issues involved in resort planning.

Convention Management and Special Events

This module explores the world of conventions, conferences, exhibitions and special events. It seeks to examine the key factors critical for ensuring success in this highly important area of business operation. Systems and procedures are examined and evaluated in order that a full overview is gained and that income opportunity is maximized.

Food Operations Management

This module comprises five key areas of operation - the role of management; general elements of food service management; the performance of key management tasks covering food purchasing; receiving, storing and issuing. Areas including the development of teamwork, identification of key function operations and customer service concepts are also explored giving the student a complete understanding of this area of the business.

Food Operation Service

This module examines the key culinary terminology used in production kitchens worldwide. Concepts including kitchen organization, production systems, use of equipment, food preparation techniques, use of recipes and measurements are all covered in detail. Students will also explore various aspects of food service, beverage and customer service.

Hospitality Security and Loss Prevention (AH & LA Certificate)

This module gives the student an overview of safety and security procedures related to the Hospitality Industry, proper protection of the guest, property assets, and their funds. Risk management and insurances as well as emergency situations. Case studies will be analyzed in class for a better understanding of this module.

BASICS.fst Food Safety Training Certificate (similar to Food Safe level 1)

BASICS.fst is the most advanced and internationally recognized food hygiene training currently available. Students gain a complete understanding of food hygiene regulations and practices within the hospitality industry. All concepts of the food chain are examined in detail and a complete understanding of the responsibilities required from the management perspective. This course may be taken either online or in a classroom environment.

Assisting Travellers with Disabilities Certificate

Disabled travellers now account for a significant share of the travel market and consequently present service professionals with alternative service requirements. This one-day seminar is designed to assist service professionals in the understanding and service requirements for guests with disabilities and how to most professionally meet and exceed their needs and expectations.



Career Days

Career days provide the opportunity for students to participate in all aspects of the employment cycle. Professional resume writing, job searching the compilation of application letters is all covered in detail. Recruitment aspects and interview techniques further assist the student in gaining an understanding of the job market supported by ongoing professional advice and support.

Career Development

Career development is a continual professional career information service designed to offer the student information, guidance and support in all aspects of career building at any stage of the program. Information, guidance and assistance enable the student to take appropriate steps in the gaining of career positions reflecting their own career aspirations and individual skills.

Internship

Students will be required to complete 160-hour of hands-on training in a hospitality-related environment. To qualify for internship, students are required to maintain a grade of 70% or higher and a minimum attendance of 90%.

*Students will keep the AH&LA textbooks supplied with this program. All the other textbooks will be loaned to the student from the CTC Library. Students will be able to purchase the loaned textbooks if they wish to keep them.

Certificates Included in this Program

American Hotel & Lodging Association Certificates: Hospitality Supervision, Hospitality Industry Computers, Front Office Procedures, Housekeeping Management, Hospitality Security and Loss Prevention, and the *Rooms Division Specialization Certificate. BASICS.fst food safety training and Assisting Travellers with Disabilities Certificate.

*In addition to the Hospitality & Resort Management Diploma earned from the Canadian Tourism College and the American Hotel & Lodging Association (AH & LA) certificates noted previously, students are eligible to earn an additional Room Division Specialization Certificate from the AH & LA. In order to achieve the additional certificate, students are required to successfully complete the five AH & LA certificate courses noted above.





